



Location-based communications

How to engage your audience in the themed entertainment space



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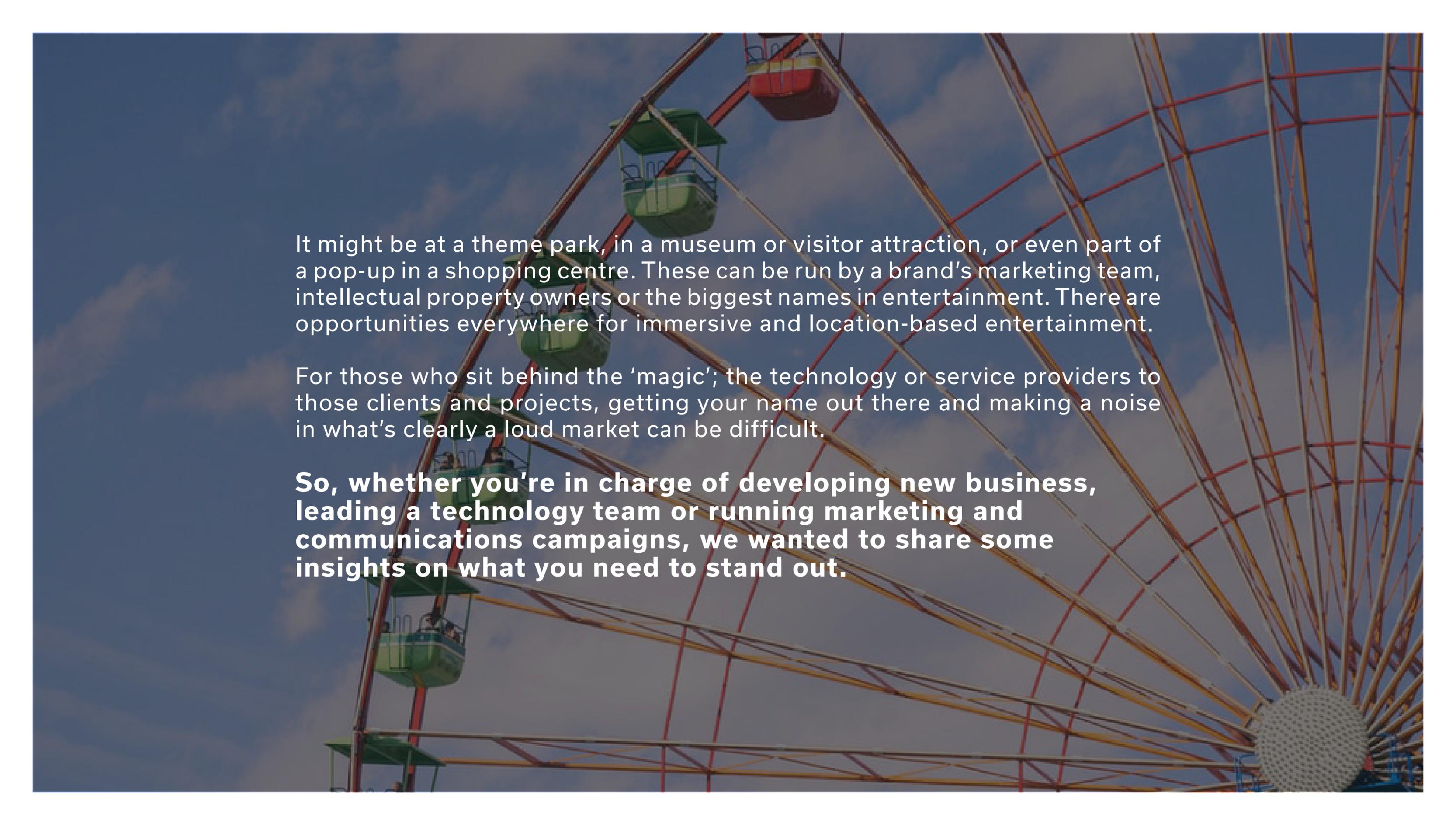


For too long, entertainment has predominantly fallen into just two categories. The first is screen-based entertainment. Visiting the cinema or starting The Office boxset for the 50th time from the comfort of your sofa. The second is live entertainment, whether it's seeing musicians perform live, theatre spectacles or watching your favourite team play inside their home stadium.

But more than ever before, the advancements in AV and display technologies - as well as immersive innovations like mixed reality - means there's something much more magical in between. Something far more engaging.

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A Ferris wheel with green and red capsules against a blue sky. The wheel's structure is a complex lattice of yellow and red metal beams. The capsules are suspended from the outer rim. The sky is a clear, pale blue with some light clouds. The overall scene is a classic amusement park attraction.

It might be at a theme park, in a museum or visitor attraction, or even part of a pop-up in a shopping centre. These can be run by a brand's marketing team, intellectual property owners or the biggest names in entertainment. There are opportunities everywhere for immersive and location-based entertainment.

For those who sit behind the 'magic'; the technology or service providers to those clients and projects, getting your name out there and making a noise in what's clearly a loud market can be difficult.

So, whether you're in charge of developing new business, leading a technology team or running marketing and communications campaigns, we wanted to share some insights on what you need to stand out.



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Like climbing the Matterhorn: The challenges of marketing LBE

Before deciding how you position yourself in the market and how you promote your products and services, it's important to take stock of the marketing- and communications-specific challenges that you face.

In doing this, you'll be able to best position yourself as a solution to your clients' problems and set yourself up for marketing and communications success.

THIS ATTRACTION IS EXPERIENCING A DISRUPTED SERVICE

It goes without saying that the themed and location-based entertainment industry took a huge hit throughout the coronavirus pandemic, with many areas still being affected even now.

But as things take a turn for the better, theme park operators or immersive experience operators are in a great position to bounce back. Now's your opportunity to start making noise about the benefits and successes that your technology and services can bring to clients.



THE ENTERTAINMENT WORLD IS BUILT ON IP

No one working in entertainment today needs to be told that intellectual property rules. Immersing fans with their favourite franchises, characters or fantastical worlds is much easier than selling them on something completely new.

Working with these IPs can, however, be a bit of a double-edged sword because they need to be closely guarded (and rightly so!). As a technology provider in the themed entertainment space, you might be working on the biggest and the best but find yourself unable to talk openly about the work you've done.

THE NUMBER ONE RULE? LOCATION, LOCATION, LOCATION

The clue is in the name of location-based entertainment. Marketing something that's so inherently specific to a location can be difficult. That means you need creative ways to promote your technology or services.

It might be producing video content that gives a glimpse of your technology in action, or inviting specific influencers to see your projects first hand. It's not just written communications that can showcase what you do, and we can help you find the most impactful mix.



**Your
communications,
plussed.**
Arming yourself to
succeed

Putting in place a carefully-considered marketing and communications plan is the first step to overcoming challenges and engaging your audience. Of course, your potential customers want to know your company and what you do. But they also want to know who you are and how you work. So here's how you can stand out.

STRIKE THE BALANCE BETWEEN CREATIVITY AND INNOVATION

Much of the themed attractions and location-based entertainment world is based around a word that didn't exist until Disney created it. We all know that 'Imagineering' is the coming together of imagination and engineering and it's as important to show this to your customers as it is for them to show to their guests.

You need to be able to show your clients how you embody both creativity and expertise in the technology you provide.



CREATIVITY

In this world, creativity is the name of the game. Your customers are always looking for more creative ways to better immerse their guests. So, they need to be able to see that you're capable of finding imaginative or novel solutions to their challenges.

TECHNOLOGY AND EXPERTISE

Talking about features, new buttons or how quickly your software loads won't cut it. You need to make sure that the end user benefits of your technology are clearly communicated. Focus on how it will create better experiences for your clients' guests.

BE PREPARED TO HAVE A VOICE

This is a loud sector, with everyone wanting to be heard; especially coming out of a time where many locations have been closed for months on end. Having a gutsy and direct approach to your comms will help you cut through the noise. You'll be heard much more than if you try to sound pleasing and unassuming.





KNOW YOUR AUDIENCE(S)

Themed entertainment is all about impacting guests' experiences in positive and unforgettable ways. That means you need to sell to two groups of people. Make sure you're presenting your technology and services in a way that presents benefits both to those buying it, and those ultimately experiencing it.

USE WHAT YOU HAVE

Many corporate marketing teams don't have the resources to create their own content. In immersive entertainment, there's an abundance of creativity and skills which many marketing teams would KILL for. So whether it's visual design, video features or even immersive experiences of your own, you'd be silly not to use what you have access to.

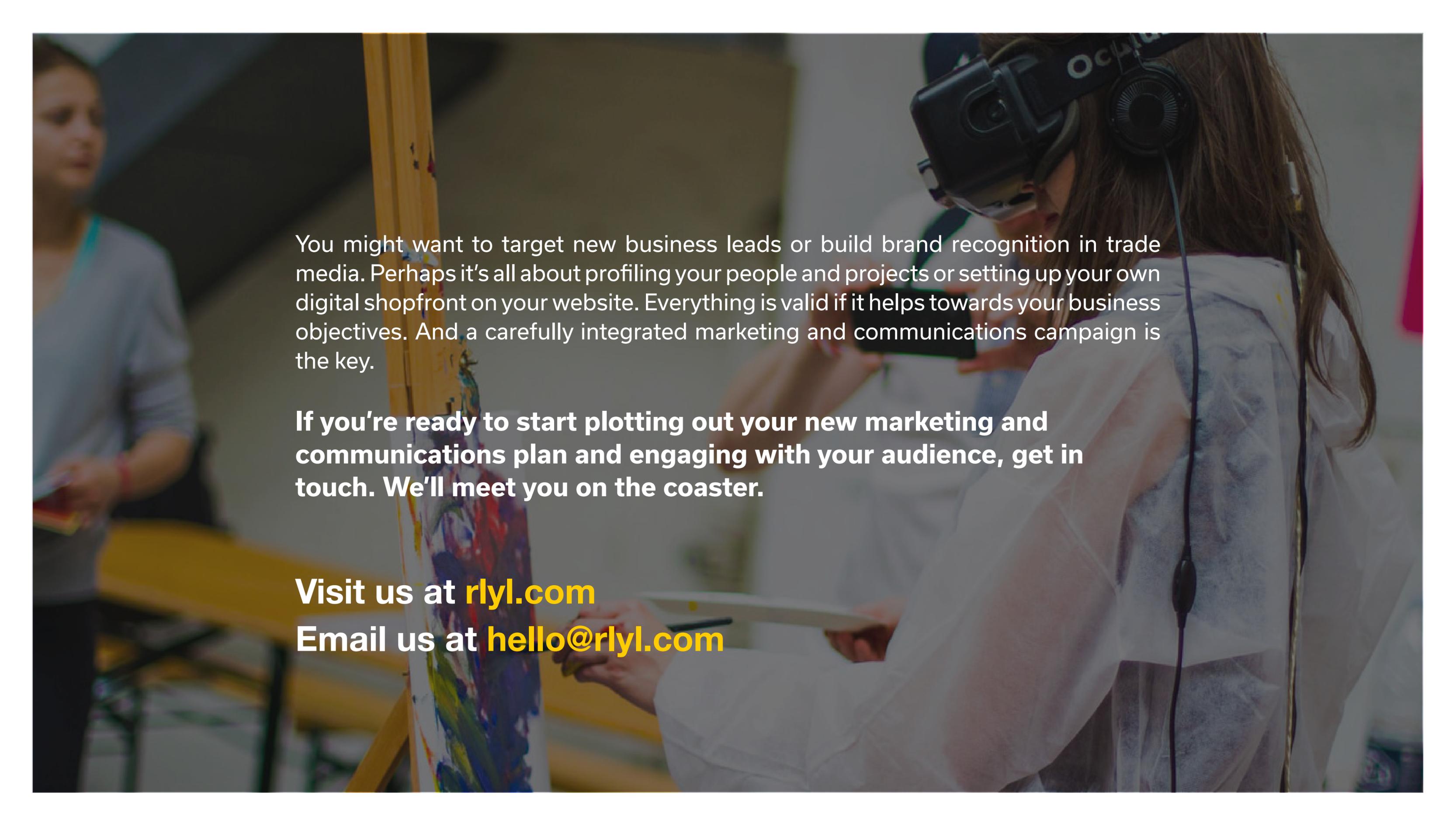


The world of communications has changed immeasurably over recent years. Separate PR, marketing, advertising and digital siloes have been replaced by a requirement for an integrated approach that combines all these things and is more entwined with sales than ever before.

We're asked all the time what the secret is to building a successful brand using communications. And the truth is, there's no quick fix. Your business goals and expected outcomes dictate your communications strategy.

There's no skipping the queue.

Find the right approach

A person wearing a VR headset and headphones is shown in profile, holding a smartphone. They are in a room with other people and a painting on an easel. The background is slightly blurred, showing a woman in a grey shirt and another person in a white shirt. The overall scene suggests a workshop or a demonstration of VR technology.

You might want to target new business leads or build brand recognition in trade media. Perhaps it's all about profiling your people and projects or setting up your own digital shopfront on your website. Everything is valid if it helps towards your business objectives. And a carefully integrated marketing and communications campaign is the key.

If you're ready to start plotting out your new marketing and communications plan and engaging with your audience, get in touch. We'll meet you on the coaster.

Visit us at rlyl.com

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